

## ABSTRACT

Driving voltages of an LED of each color are stored in applied voltage storage register 11, 12 or 13, and the LED of each color is driven with independent driving voltage, whereby current consumption is reduced. Further, data in applied voltage storage registers 11, 12 and 13 is made rewritable via storage value setting bus 14, and when there are fluctuations in minimum emission voltage in actually mounted LEDs due to individual differences, voltages to store in the applied voltage storage registers 11, 12 and 13 can be changed as appropriate corresponding to the fluctuations.